

HOW TO RAISE MONEY ONLINE

REACH MORE PEOPLE & RAISE MORE MONEY ONLINE. IT'S FAST. IT'S EASY.



START

An online fundraising page for your fundraiser. Ask your Make-A-Wish contact to set up your page!



CUSTOMIZE

The page with a video and/or picture and story about your fundraiser.



SHARE

The page with people **NEAR** and **FAR** and ask for donations. Send emails to friends and family and post on social media. Don't forget to send friendly reminders to donate and a thank you email/post after each donation has been made!



CELEBRATE

Your progress and feel great about raising money to help grant wishes.

Here are the best ways to share your campaign

➤ **SOCIAL MEDIA!**

➤ **EMAIL!**

➤ **YELL FROM THE**

TOP OF A BUILDING!*

*this is not a proven tactic but it can't hurt to try

Make-A-Wish®

KiDS
FOR WISH KIDS®






Social Media!

Assign 1 key person (your Student Body President or official school account) to be in charge of posting the online fundraising page to their social media accounts. Then, ask each member of a larger group, such as Student Council, National Honor Society or DECA to share the post, expanding your network exponentially.

Sample Posts

We suggest posting at least 3 times during your fundraising efforts.

-  **Kick-off post example:**
(School name) is granting wishes! Donate today to help us reach our goal of (goal amount) to spark imagination and deliver strength to North Texas kids with critical illnesses! (Fundraising link)
-  **Mid-week reminder post example:**
We are halfway through our fundraising efforts (or Wish Week). Don't forget to support Make-A-Wish North Texas and help grant wishes by donating to our online fundraising page. (Fundraising link)
-  **Last-call post example:**
We are SO close to reaching our goal and raising (goal amount) for Make-A-Wish North Texas. Donate today and help us grant wishes! (Fundraising link)

Another idea... **make it a competition!**

Award the student with the most donations made in their name with a free parking pass or yearbook. Which grade can raise the most online? Pie that grade's favorite teacher in the face during your closing assembly! **Be creative and get as many people involved as possible!**

Email!

Sample Email

We suggest emailing at least twice during your fundraising campaign.

Dear Friends and Family,

The students of (school name) are raising money to support Make-A-Wish® North Texas and their mission: **Together, we create life-changing wishes for children with critical illnesses.** We will be holding different fundraising events the week of (event dates). We encourage you, friends, and family to attend or support!


As part of the largest wish-granting organization in the world, Make-A-Wish North Texas has had the privilege of changing the lives and lifting the spirits of thousands of Texas children with critical illnesses since 1983. Your donation will help them grant wishes from Dallas to Lubbock and Fort Worth to El Paso, so please... give generously! Help us grant wishes and renew courage for local North Texas kids. (Fundraising link)

Thank you for your support!


Pro Fundraising Tips!

 Tag @MakeAWishNT in all your posts!



 Send a thank you email after each donation!



 Follow up, follow up and follow up again!

